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CENTRAL FAX CENTER

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IN THE CLAIMS

Claim 1 (Currently Amended) A method of co-casting content, where said content is audio-visual data or text, via a television signal to a viewer based upon the viewer's preferences comprising the steps of determining the user's viewing preference, where said user preferences are pre-programmed into a set top box, obtaining content from a content provider, where said content provider is content producing network, a content distributing network, embedding co-cast information into the television signal, transporting the content to an end-user via a transport means, extracting the co-cast content from the television signal, where said embedded co-cast information is extracted by a STB, obtaining a request for said co-cast content from an end-user and transmitting said co-cast content to a destination device, said destination device being any device capable of receiving a television signal. an analog or digital television signal to a viewer based upon the viewers preferences comprising the steps of determining the user's viewing preferences, reading portion of the non-viewable television signal; and transmitting the appropriate co-cast content to the user.

Claim 2 (Currently Amended) The step of claim 1 where the user's viewing preferences are programmed into a computer and sent to the end-users set top box, where said viewing preferences are transmitted to one or more content providers via a return channel in the set top box.

Claim 3(Currently Amended) The step of claim 2 where the set top box determines the user's viewing habits preferences by collating by reading the index data from the television signal and transmitting the uncollated the index data from the television signal to one or more content providers via a return channel in the set top box.

Claim 4(Currently Amended) The step of claim 3 where the data collection occurs in the set top box, where said set top box transmits said collected data to one or more content provider using a return channel on the set top box

Claim 5 (Canceled) ~~The step of claim 3 where the set top box transmits the index data for collation by an external computer server~~

Claim 6 (Currently Amended) The step of claim 3 where the content provider obtains the user preferences and viewing habits, and uses them to dynamically, and in real time, insert co-cast content into the television signal.

Claim 7 (Currently Amended) The step of claim 3, where the content provider sends personalized content to the set top box via the internet, where said personalized content is audio, visual and text.

Claim 8 (Currently Amended) The step of claim 1, where the set top box transmits content to one or more a wireless devices, where said wireless devices may communicate independently with the set top box, and where each wireless device may receive different co-cast content.

Claim 9 (Currently Amended) The step of claim 48, where the set top box e-mails ~~content to any web-enabled device.~~ uses the internet TCP/IP protocol to transmit said content.

Claim 10 (Canceled) The step of claim 1 where the set top box transmits content to the television set during the commercial breaks, in lieu of the commercial.

Claim 11 (Added) The step of claim 8 where all wireless device may communicate with the set top box simultaneously.

Claim 12 (Added) The step of claim 8, where the content received by the wireless device is audio, visual, or text for playback on the wireless device.